

ESTTA Tracking number: **ESTTA412971**

Filing date: **06/06/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	The Worlds Pageants, LLC
Granted to Date of previous extension	06/05/2011
Address	1005 Mabbette Street Kissimmee, FL 34741 UNITED STATES
Attorney information	THOMAS T AQUILLA AQUILLA PATENTS & MARKS PLLC 221 COE HILL ROAD CENTER HARBOR, NH 03226 UNITED STATES info@aquillapatents.com Phone:6032539474

Applicant Information

Application No	77753000	Publication date	12/07/2010
Opposition Filing Date	06/06/2011	Opposition Period Ends	06/05/2011
Applicant	Miss G-String International LLC 1420 Sunningdale Lane Ormond Beach, FL 32174 UNITED STATES		

Goods/Services Affected by Opposition

Class 041. First Use: 2009/04/29 First Use In Commerce: 2009/04/29
All goods and services in the class are opposed, namely: Entertainment services in the nature of conducting beauty pageants and talent contests

Grounds for Opposition

Deceptiveness	Trademark Act section 2(a)
False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Mark Cited by Opposer as Basis for Opposition

U.S. Registration No.	2037202	Application Date	03/27/1996
Registration Date	02/11/1997	Foreign Priority Date	NONE

Word Mark	MISS NUDE INTERNATIONAL
Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 1991/06/00 First Use In Commerce: 1991/06/00 entertainment services in the nature of promoting and conducting beauty pageants

Attachments	RDP-701_NotOpp.pdf (4 pages)(422836 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Thomas T. Aquilla/
Name	THOMAS T AQUILLA
Date	06/06/2011

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In re Application of Miss G-String International LLC))
Serial No. 77/753,000) Published December 7, 2010
Filed: June 5, 2009) in Class 041
For: "MISS G-STRING INTERNATIONAL")

COMMISSIONER OF TRADEMARKS
UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

ATTN: BOX TTAB

NOTICE OF OPPOSITION

THE WORLDS PAGEANTS LLC., a Corporation organized under and according to the laws of the State of Florida, having its principal place of business at 1005 Mabbette Street, Kissimmee, FL 34741, by its attorney, THOMAS T. AQUILLA of Aquilla Patents & Marks PLLC, believes it will be damaged by the grant of a registration to MISS G-STRING INTERNATIONAL LLC, located at 1420 Sunningdale Lane, Ormond Beach, FL 32174 ("Applicant"), based on Application Serial No. 77/753,000 for the mark "MISS G-STRING INTERNATIONAL" filed June 5, 2009, and hereby gives notice of its intention to oppose the registration of the mark.

FACTS

1. Opposer has been in the business of providing entertainment services, including advertising, promoting and conducting beauty pageants, and has used the mark "MISS NUDE INTERNATIONAL" in interstate commerce well prior to Applicant's filing date.

2. Opposer is the assignee of U.S. Registration No. 2,037,202 issued February 11, 1997 for the mark "MISS NUDE INTERNATIONAL" for entertainment services in the nature of promoting and conducting beauty pageants in International Class 041. This registration is valid, incontestable and enforceable.

4. As a result of the use, promotion and advertising of Opposer's "MISS NUDE INTERNATIONAL" mark for the services identified above, Opposer's mark has acquired significant goodwill. Opposer's "MISS NUDE INTERNATIONAL" mark identifies and distinguishes its services from the services of others.

5. On June 5, 2009, Applicant filed an application for the mark "MISS G-STRING INTERNATIONAL" for services as follows: "Entertainment services in the nature of conducting beauty pageants and talent contests" in International Class 041.

6. The similarity of Applicant's "MISS G-STRING INTERNATIONAL" mark to Opposer's "MISS NUDE INTERNATIONAL" mark is evident from a simple comparison of the marks, and the services for which Applicant's mark is intended to be used are closely related to Opposer's services.

7. In view of the similarity of the respective marks and the related nature of the services of the respective parties, it is alleged that Applicant's mark so resembles Opposer's mark as to be likely to cause confusion or to cause mistake or to deceive.

8. The use of the mark sought to be registered by Applicant is likely to cause confusion or mistake in the minds of consumers and lead consumers and prospective purchasers to believe Applicant's services as designated are services of Opposer, or in some way backed by, sponsored by, franchised by, approved by, associated with, or otherwise connected with the good name and reputation of Opposer, to the damage and injury of the purchasing public, and to the damage and injury of Opposer and its goodwill in the "MISS NUDE INTERNATIONAL" mark.

9. Opposer will be injured and damaged by the granting to Applicant of the registration for the mark for which registration is sought because such mark, when applied to the services of Applicant:

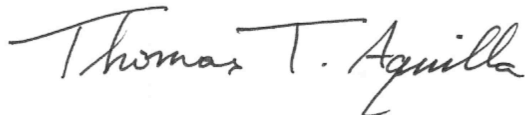
- a. is likely to cause confusion or to cause mistake or to deceive;
- b. falsely suggests a connection with Opposer, giving Applicant the unqualified right to pass off its services as those of Opposer;
- c. will damage Opposer's valuable goodwill in its "MISS NUDE INTERNATIONAL" mark; and
- d. threatens Opposer's right to expand the scope of use of its marks to related, analogous or equivalent items and results in injury to Opposer's established rights in and to its marks.

WHEREFORE, Opposer files this Notice of Opposition and prays that registration of Application Serial No. 77/753,000 for the mark "MISS G-STRING INTERNATIONAL" be denied and that this Opposition be sustained in favor of Opposer.

Payment in the amount of \$300 for the filing fee for the Notice of Opposition is included with this transmittal.

Favorable consideration of this Request is earnestly requested.

Respectfully Submitted:
THE WORLDS PAGEANTS LLC



June 6, 2011

By: _____ Dated: _____

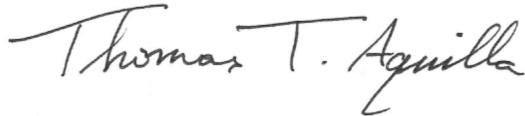
Thomas T. Aquilla, Reg. No. 43,473
Attorney for Petitioner
AQUILLA PATENTS & MARKS, PLLC
221 Coe Hill Road
Center Harbor, NH 03226
(603) 253-9474 • (888) 503-2508 (fax)

e-mail: info@aquillapatents.com

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing NOTICE OF OPPOSITION has been served on William Eadie of Miss G-String International LLC, by mailing said copy on June 6, 2011, via First Class Mail, postage prepaid to:

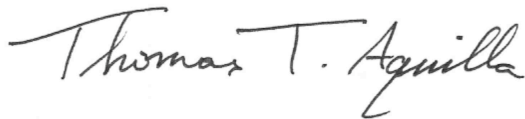
MISS G-STRING INTERNATIONAL LLC
1420 Sunningdale Lane
Ormond Beach, FL 32174



Attorney for Opposer
Signed 6/6/2011

Designation of Domestic Representative

Attorney Thomas T. Aquilla, whose postal address is 221 Coe Hill Road, Center Harbor, NH 03226, is hereby designated THE WORLDS PAGEANTS LLC's representative upon whom notice or process in this proceeding may be served.



Attorney for Opposer
Signed 6/6/2011